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Ottawa -- A CBC owned-and-operated English-language channel offering a quality Canadian news and information service 24 hours a day, seven days a week, is expected to begin operation in the fall of 1988, it was announced today by Pierre Juneau, President of the Canadian Broadcasting Corporation.

"We are pleased that the CRTC has approved the CBC's application for an all-news channel. This may well be a landmark decision for Canadian broadcasting," said Mr. Juneau.

"As I have stated in the past, the preservation of a Canadian perspective on world events is crucial to the future of our country. Today's decision provides both an opportunity and a challenge for the CBC to better serve the Canadian public. I have full confidence that management and staff, through their enthusiasm and professionalism, will successfully meet this new challenge," he said.

Mr. Juneau added that the CBC's application had been supported by a remarkable level of skilled and determined effort on the part of many CBC staff members, in particular, Sheelagh Whittaker, Vice-President of Planning and Corporate Affairs, and William Morgan, Director of Television News and Current Affairs, English Network.

Denis Harvey, Vice-President of English Television, emphasized that this new service, to be distributed via satellite to cable TV systems across the country, will be funded from new revenues -- with no funding from existing CBC budgets.



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The channel will be funded through a combination of advertising revenues and monthly subscription fees.

"Today's decision presents us with the most exciting challenge that English television has faced in many years. The new channel will offer a contemporary service designed to further fulfill the CBC's mandate to reflect each part of the country to all the others. It gives the CBC the opportunity to make more extensive use of the information programming skills of our staff from coast to coast," said Mr. Harvey.

According to the CBC's application, the first-year operating expenses will be \$19.2 million. Advertising revenue is projected at \$4.4 million and subscriber fees at \$14.8 million.

About 190 new employees will be required by the new service in its first full year of operation.

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